ORDER



Orders

Order / Rev:

37500

Alt Order #:

08877242

Product Desc:

Issue

Estimate:

1966

Flight Dates:

10/04/12 - 10/12/12

Original Date / Rev:

10/03/12 / 10/05/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Billing Type:

Billing Cycle:

Billing Calendar:

Sales Region:

K-WAS National

Mike Jones

Agency

Name:

Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Agency Commission:

Broadcast EOM/EOC

00:15:00

Cash

15%

Advertiser

Name:

Priority:

Patriot Majority

AGY, POL, ISS

Demographic:

A35+

Product Codes:

PO4

LV2

Revenue Codes:

Order Separation:

Advertiser External ID:

New Business Thru:

Agency External ID:

Bill Plan

Start Date

Gross Amount Net Amount End Date # Spots 44 \$73,400.00 \$62,390.00 10/01/12 10/12/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	44	\$73,400.00	\$62,390.00	0.00	
Totals	44	\$73,400.00	\$62,390.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$73,400.00
Market	100%	\$244,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,233.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/07/12	10/07/12	8 News Now Sun	AM #1CM	8 News Nov	√ Sun AS	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
			8 News Now Sun	AM #1								
8 NEWS	S NOW SI	JNDAY MC	RNING- #1									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	S	1	\$700.00	0.00						
E 2 8	10/04/12	10/05/12	CBS This Morning	g 7-9a CM	7-9a	TF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
			CBS This Mornin	g						1		

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KLAS

Order / Rev:

37500

Advertiser:

Patriot Majority

Alt Order #:

08877242

7242

Product Desc:

Issue

Flight Dates:

10/04/12 - 10/12/12

Estimate:

1966	

Ln Ch Start End CBS THIS MORNING	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,000.00	Rating 0.00					
E 3 8 10/04/12 10/05/12	Live w/Kelly CM	9-10a	TF	:30	1 \$1,100.00LV	1 0.00 NM	1	\$1,100.00
LIVE! WITH KELLY	Live w/Kelly							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> −−−TF−− 1	Rate \$1,100.00	Rating 0.00					
E 4 8 10/04/12 10/05/12	8 News Now Noon M-F CM	12-1230p	TF	:30	1 \$1,200.00LV	1 0.00 NM	1	\$1,200.00
8 NEWS NOW AT NOON	8 News Now Noon M-F							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
	8 News Now Sun 5-7p CM	430-5p, 630-		:30	1 \$3,000.00LV	1 0.00 NM	1	\$3,000.00
8 NEWS NOW @ 4P (AFTE	8 News Now Sun R NFL)							
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$3,000.00	Rating 0.00					
E 6 8 10/06/12 10/06/12		Various	S-	:30	1 \$1,000.00LV	1 0.00 NM	1	\$1,000.00
POLITICS NOW	Politics Now S Sebelius	(5:30 PM-6:0	0 PM)					
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/01/12 10/07/12 E 7 8 10/04/12 10/05/12	8 News Now 5-630p M-FCM	\$1,000.00 5-630p	0.00 TF	:30	2 \$1,700.00LV	1 0.00 NM	2	\$3,400.00
8 NEWS NOW ROTATION	8 News Now 5-630p M-F	•						
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/01/12 10/07/12 <u>Spot Ch Date Range</u> <u>[</u>		2 \$1,700.00 rt/End Time	0.00 V	Veekda <u>vs</u>	Length Rate	Rtg Type		
1 8 10/01/12-10/07/12 8	3 News Now 5-630p M-F 5-63		_	ThF	:30 (\$1,700.0 0	0.00 NM		
See MG 7.3								
l 3 8 10/04/12-10/04/12 8	3 News Now 5-630p M-F 5-63	30p	-	Th -	:30 \$1,700.0	0 0.00 NM		
3 8 10/04/12-10/04/12 8	3 News Now 5-630p M-F 5-63	30p 	-	Th 				
(P) MG for 7.1 10/04 E 8 8 10/04/12 10/05/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p	TF		:30 \$1,700.0 1 \$1,600.00LV			\$1,600.00
⊕ MG for 7.1 10/04	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p	TF Rating					\$1,600.00
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date Week: 10/01/12 10/07/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM <u>Weekdays</u> <u>Spots/Week TF</u>	4-5p <u>Rate</u> \$1,600.00	TF Rating 0.00	:30	1 \$1,600.00LV	1 0.00 NM	1	
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date Week: 10/01/12 10/07/12 E 9 8 10/10/12 10/10/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM <u>Weekdays</u> <u>Spots/Week TF</u>	4-5p	TF Rating	:30		1 0.00 NM	1	\$1,600.00 \$16,000.00
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date Week: 10/01/12 10/07/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/Week	4-5p Rate \$1,600.00 8-9p	Rating 0.00W	:30	1 \$1,600.00LV	1 0.00 NM	1	
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/10/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date Week: 10/08/12 10/14/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW	4-5p Rate \$1,600.00 8-9p	TF Rating 0.00W Rating 0.00	:30	1 \$1,600.00LV 1 \$16,000.00LV	1 0.00 NM 1 0.00 NM	1	
## MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4: Start Date End Date Week: 10/01/12 10/10/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF 1 Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time	Rating 0.00W Rating 0.00	:30	1 \$1,600.00LV 1 \$16,000.00LV	1 0.00 NM 1 0.00 NM	1	
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/10/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12 See MG 9.2 2 8 10/08/12-10/14/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9	4-5p Rate \$1,\$1,600.00 8-9p Rate \$1,\$16,000.00 rt/End Time p	Rating 0.00W Rating 0.00	:30 :30 Weekdays	1 \$1,600.00LV 1 \$16,000.00LV	1 0.00 NM 1 0.00 NM e Rtg Type 0) 0.00 NM	1	
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/10/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12 See MG 9.2 2 8 10/08/12-10/14/12 W MG for 9.1 10/10	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF 1 2 Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1	4-5p Rate \$1,\$1,600.00 8-9p Rate \$1,\$16,000.00 rt/End Time p	Rating 0.00W Rating 0.00	:30 :30 <u>Weekdays</u> w	1 \$1,600.00LV 1 \$16,000.00LV Length Rate :30\$16,000.00	1 0.00 NM 1 0.00 NM 2 Rtg Type 2 0.00 NM	1	
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/10/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12 See MG 9.2 2 8 10/08/12-10/14/12 W MG for 9.1 10/10 E 10 8 10/06/12 10/07/12	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF 1 2 Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 2 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time p	TF Rating 0.00W Rating 0.00	:30 :30 <u>Weekdays</u> w	1 \$1,600.00LV 1 \$16,000.00LV Length Rate::30\$16,000.00	1 0.00 NM 1 0.00 NM 2 Rtg Type 2 0.00 NM	1	\$16,000.00
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/07/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12 See MG 9.2 2 8 10/08/12-10/14/12 We for 9.1 10/10 E 10 8 10/06/12 10/07/12 8 NEWS NOW AT 11PM-W Start Date End Date	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF 2 Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 2 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/Week	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time p 0p 11-1135P	Rating 0.00W Rating 0.00W Rating 0.00	:30 :30 <u>Weekdays</u> w	1 \$1,600.00LV 1 \$16,000.00LV Length Rate::30\$16,000.00	1 0.00 NM 1 0.00 NM 2 Rtg Type 2 0.00 NM	1	\$16,000.00
MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4 Start Date End Date Week: 10/01/12 10/07/12 E 9 8 10/10/12 10/10/12 SURVIVOR Start Date End Date Week: 10/08/12 10/14/12 Spot Ch Date Range 1 8 10/08/12-10/14/12 See MG 9.2 2 8 10/08/12-10/14/12 We for 9.1 10/10 E 10 8 10/06/12 10/07/12 8 NEWS NOW AT 11PM-W	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/WeekSS	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time p 0p 11-1135P Rate 2 \$1,100.00 1237a-137a	Rating 0.00	:30 :30 :Veekdays W	1 \$1,600.00LV 1 \$16,000.00LV Length Rate::30\$16,000.00	1 0.00 NM 1 0.00 NM 2 0.00 NM	1	\$16,000.00
## MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/WeekSS	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time p 0p 11-1135P	Rating 0.00	:30 :30 <u>Weekdays</u> W : :30	1 \$1,600.00LV 1 \$16,000.00LV Length Rate :30\$16,000.00 2 \$1,100.00LV	1 0.00 NM 1 0.00 NM 2 0.00 NM	1	\$16,000.00 \$2,200.00
## MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/WeekSS Craig Ferguson Craig Ferguson Craig Ferguson Weekdays Spots/Week	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time P 0p 11-1135P Rate 2 \$1,100.00 1237a-137a (12:37 XM-1) Rate	TF Rating 0.00W Rating 0.00	:30 :30 <u>Weekdays</u> W : :30	1 \$1,600.00LV 1 \$16,000.00LV Length Rate :30\$16,000.00 2 \$1,100.00LV	1 0.00 NM 1 0.00 NM 2 0.00 NM	1	\$16,000.00 \$2,200.00
## MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/WeekSS Craig Ferguson Craig Ferguson Craig Ferguson Weekdays Spots/WeekTF	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time p 0p 11-1135P Rate \$2,1,100.00 1237a-137a (12:37 XM-1	Rating 0.00WSS Rating 0.00TF 37 XM)	:30 :30 :30 :30 :30 :30	1 \$1,600.00LV 1 \$16,000.00LV Length Rate :30\$16,000.00 2 \$1,100.00LV	1 0.00 NM 1 0.00 NM 2 Rtg Type 0 0.00 NM 1 0.00 NM	1 2	\$16,000.00 \$2,200.00
## MG for 7.1 10/04 E 8 8 10/04/12 10/05/12 8 NEWS NOW AT 4PM & 4	8 News Now 4p M-F CM 8 News Now 4p M-F 30PM Weekdays Spots/WeekTF Wed 8-9p CM Survivor: Philippines Weekdays Spots/WeekW Description Sta Wed 8-9p 8-9 Wed 9-10p 9-1 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p KND Weekdays Spots/WeekSS Craig Ferguson Craig Ferguson Craig Ferguson Weekdays Spots/WeekTF	4-5p Rate \$1,600.00 8-9p Rate \$1516,000.00 rt/End Time P 0p 11-1135P Rate 2 \$1,100.00 1237a-137a (12:37 XM-1) Rate 1 \$450.00	TF Rating 0.00W Rating 0.00	:30 :30 :30 :30 :30 :30	1 \$1,600.00LV 1 \$16,000.00LV Length Rate :30\$16,000.00 2 \$1,100.00LV	1 0.00 NM 1 0.00 NM 2 Rtg Type 0 0.00 NM 1 0.00 NM	1 2	\$16,000.00 \$2,200.00 \$450.00

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Order / Rev:

37500

Advertiser:

Patriot Majority

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08877242

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Issue

Flight Dates:

10/04/12 - 10/12/12

Estimate:

1966

KLAS

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 13 8	10/04/1	2 10/05/12	8 News Now 11p N		11-1135p	TF	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
o NEV	NS NOW A	T 11 D&A	8 News Now 11p I	M-F								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/07/12	TF		\$2,500.00	0.00						
E 14 8	10/08/1	2 10/12/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	5	\$1,000.00LV1	0.00 NM	5	\$5,000.00
			CBS This Morning	1								
	THIS MORI											
_	tart Date	End Date		Spots/Week	Rate	Rating						
Week: 1		10/14/12	MTWTF	CM	\$1,000.00 9-10a	0.00 MTWTF	:30		\$1,100.00LV1	0.00 NM	4	\$4,400.00
E 15 8	10/08/1	2 10/12/12	Live w/Kelly Live w/Kelly	CIVI	9-10a	MIMIL	.30	~	\$1,100.00EV1	0.00 14141	1	Ψ4,400.00
LIVE!	WITH KEL	LY	Live Witteny									
<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	0/08/12	10/14/12	MTWTF	4	\$1,100.00	0.00						
E16 8	10/08/1	2 10/12/12	8 News Now Noon	M-F CM	12-1230p	MTWTF	:30	3	\$1,200.00LV1	0.00 NM	3	\$3,600.00
			8 News Now Noor	n M-F								
•	NS NOW A		1441-4	C4-00/!	Data	Detine						
<u>S</u> Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate \$1,200.00	Rating 0.00						
E 17 8			8 News Now 5-630		5-630p	MTWTF	:30	- 5	\$1,700,00LV2	0.00 NM	5	\$8,500.00
E 17 0	10/00/1	2 10/12/12	8 News Now 5-63	•	0-000p	7.1.11	.00	Ū	4. ,, 66.66212			*5,555.55
8 NEV	NS NOW F	ROTATION		•								
<u>\$</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/08/12	10/14/12	MTWTF		\$1,700.00	0.00					_	
E 18 8	10/08/1	2 10/12/12	8 News Now 4p M		4-5p	MTWTF	:30	2	\$1,600.00LV1	0.00 NM	2	\$3,200.00
O NIEV	AIC NOVAL	T 4PM & 43	8 News Now 4p N	7-1-								
	itart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/14/12	MTWTF		\$1,600.00	0.00						
E 19 8			Craig Ferguson	СМ	1237a-137a	MTWTF	:30	5	\$450.00LV1	0.00 NM	5	\$2,250.00
			Craig Ferguson		(12:37 XM-1	:37 XM)						
LATE	LATE SHO											
_	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/14/12	MTWTF	5	\$450.00	0.00	-20		\$2 E00 001 \/1	0.00 NM	3	\$7,500.00
E 21 8	10/08/1	2 10/12/12	8 News Now 11p i		11-1135p	MTWTF	:30	3	\$2,500.00LV1	U.UU INIVI	³	\$7,500.00
8 NF\	WS NOW A	AT 11PM	8 News Now 11p	ivi-1"								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	0/08/12	10/14/12	MTWTF	3	\$2,500.00	0.00					1	
N22 8	10/07/1	2 10/07/12	8 News Now Sun	AM #2CM	8 News Nov	v Sun A5	:30	2	\$1,900.00LV1	0.00 NM	2	\$3,800.00
			8 News Now Sun	AM #2								
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	0/01/12	10/07/12	S	2	\$1,900.00	0.00					<u> </u>	
										Totals	44	\$73,400.00